



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- JOURNALISM

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMCJR

(CBCS 2025-26)

THE PREAMBLE

Why BA in Multimedia and Mass Communication?

Media is a key cornerstone in the growth of modern society. The functions of mass media include dissemination of information, spreading awareness, imparting education and providing entertainment, to name a few. Driven by high demand, competitiveness and government policy support, the media sector has seen unprecedented growth in recent times. With the percolation of media into all walks of life, it is the right time to be a part of this sector and develop proficiency in the same. Bachelor of Arts in Multimedia and Mass Communication, or BAMMC, is a three-year undergraduate programme that encompasses the study of many forms of communication such as marketing, journalism, television, radio, film, newspaper, magazine, photography, etc. The learners also learn about management and administration aspects of this industry etc. Candidates can also choose from specialisations, such as advertising or journalism. Media is currently a fulfilling and lucrative career option for Indian youngsters, and applicants with a BAMMC degree have access to a wide range of professional and higher education prospects. The course enables the learners to apply conceptual knowledge and the skills gained through hands-on projects ensuring applicability and utility in the domain of society and nation.

Why BA in Multimedia and Mass Communication at R J College?

We at RJ College believe that theoretical knowledge when supplemented with hands-on projects, cooperative and inclusive learning enables us to impart a firm foundation to our learners. Additionally under the autonomous status, we have the freedom of altering the syllabus, which enables us to enhance the learning thereby giving an edge to our students.

Our initiatives to meet the learning outcome include:

- Project based approach with focus on extensive practical applications of concepts.
- Comprehensive and continuous evaluation with a balance between theoretical, practical, hands-on and research based methodology adopted. Learners are given a variety of projects such as documentary making, marketing research, photography, brand building, developing entrepreneurship skills, designing, printing adverts for magazines and newspapers, etc.
- Periodic guest lectures by eminent professionals in the mass communication and multimedia industry helps bridge the gap between theory and the practical world.
- Alumni engagement with lecture series enabling regular interaction between students

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and the alumni of the department.

- Computer lab support is provided assisting in provision of hands-on education for industry focused multimedia softwares.
- Professional visiting faculties who are experts from their respective fields regularly teach subjects such as photography, film making, investigative journalism etc.
- Provision of learning and evaluations support is extended to special need learners thereby fostering an inclusive learning atmosphere and encouraging self reliance.
- Student Induction sessions, Open house with learners after semester end exams and Parent Faculty Sessions helps in creating an inclusive and open learning environment.
- Focus on holistic learning and encourage students to be socially responsible with activities like, Beach Cleaning, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest-Mediosa, etc.
- Placement support and internship opportunities extended to our learners.

Our Curriculum, Your Strength

The syllabus for BAMMC spans a total of six semesters with the first four semesters focussing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialisation between advertising and journalism to the students. The curriculum is meticulously designed to enable the learners to gain understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Being an autonomous institution empowers us to undertake revisions in the syllabus and evaluations thereby incorporating the developments of the industry into our curriculum and strengthening the same. This further strengthens our students, equipping them to better adjust in the professional world and enabling them to demonstrate their knowledge and ability in a variety of creative, cinematic, organisational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni are given a platform to remain in constant touch with our every new batch of students in providing them guidance in their studies and assisting in the internship and placement. Focus on inclusive, integrated and holistic learning environments equips our students to be highly focussed professionals and socially responsible citizens.

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PROGRAMME OUTCOMES (PO) OF BAMMC

PO 1: The learners will be able to gain fundamental disciplinary knowledge and conceptual understanding of various aspects pertaining to Multimedia and Mass Communication.

PO 2: Enable the learners to conceptualise, design and create media products using technical skills.

PO 3: The learners will be able develop professional writing skills, effective oral communication and critical thinking skills

PO 4: The program shall enable the learners to develop research acumen.

PO 5: The program shall enable the learners to apply gained knowledge and skills, thereby preparing them for higher studies and catering to the growing demands of the job market related to Advertising, Journalism, TV, Radio, Film, Newspaper, Magazine, etc.

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PROGRAM SPECIFIC OUTCOMES (PSO) OF BAMMC

PSO 1: The program will enable aspirants to acquire knowledge in the varied fields associated with media such as advertising, journalism, public relations, films, TV, radio, digital platforms etc.

PSO 2: Learners will be able to gain a critical understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PSO 3: The learners will be able to gain proficiency skills in professional writing and effective oral communication skills across a variety of media platforms.

PSO 4: This program will equip the learners with creative and analytical skills essential for making a career in the media and entertainment industry, including advertising, public relations, cinema, television, OTT Platforms, digital media, etc.

PSO 5: The program will inculcate in the learners a global awareness of political, social and corporate issues and ethical issues, therein the learners will demonstrate the ability to apply the knowledge in a variety of creative, cinematic, organisational, professional, entrepreneurial media venues.

PSO 6: Learners will be imparted with technical knowledge and skills that shall enable them to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PSO 7: The learners shall acquire fundamental research skills and prepare themselves for higher studies.

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DISTRIBUTION OF TOPICS AND CREDITS

TYBAMMC - JOURNALISM SEMESTER V

Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCJR351	Paper Title: News Media Management		60 hours	
	I	Introduction	04	
	II	Organisational Structure		
	III	Resource and Supply Chain and Media Management		
	IV	Financial and Marketing Aspects		
	V	Disruptive Technology, Media Business Models and Case Studies		

Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCJR352	Paper Title: Mobile Journalism and New Media		60 hours	
	I	The State Of Mobile	04	
	II	Mobile Journalism		
	III	Designing For The Mobile Experience		
	IV	Mobile News Product Development		
	V	Future Of Mobile Journalism And M-Learning		

TYBAMMC - JOURNALISM SEMESTER VI

Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCJR361	Political and Civic Journalism		60 Hours	
	I	Introduction to Political and Civic Journalism	04	
	II	Political Systems, Structures and Political Reporting Techniques		
	III	Civic Journalism and Citizen Journalism		
	IV	Media Ethics and Challenges in Political Journalism		
	V	Political Communication and Media Influence		

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Course Code	Unit	Topic Headings	Credits	Duration
RJDSEBAMMCJR362	Fake News and Fact Checking		60 Hours	
	I	Introduction	04	
	II	Information Disorder		
	III	Media and Information Literacy (MIL)		
	IV	Fact Checking		
	V	Social Media Verification		

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DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	NEWS MEDIA MANAGEMENT
COURSE CODE	:	RJDSEBAMMCJR351
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To help learners in evolving to have better understanding about structure, functioning and economies of running a media business
2	To enable learners in gaining perspective on need to use digital/marketing techniques to generate revenue for the business
3	To acquaint learners with influences of government policies on media organisation
4	To propose innovative approaches for media organisations to leverage social media platforms for advertising and engagement and its role in increasing advertising revenue

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Students will be aware about the responsibilities, structure, functioning of a media organisation and economic drivers of the media houses	1,2	Level I, II, III Remember, Understand, Apply
CO2	The course will sensitise students about the influences of government on media production and broadcasting.	2,5	Level II Understand
CO3	Students will have developed hands-on experience as content marketers using journalistic and digital techniques.	2,6	Level II, III Understand, Apply
CO4	Students will be acquainted with role of leveraging social media platform in increasing advertising revenue	1,2	Level II Understand

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SEMESTER V	
Course Name: News Media Management	
Course Code: RJDSEBAMMCJR351	
Credits: 04	Total Lectures: 60
UNIT I	Lectures
Introduction	06
● Making News: Truth, Ideology and News work ● Legacy Media Broadcast Media Overview and Print Publishing Overview ● A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media: ● News media as business enterprise: Proprietary concerns, Types of ownership	
UNIT II	14
Organisational Structure	
1. Human Resource Development ● Hierarchy ● Decision making ● Inter-relationship between departments ● Specialised training for skilled workers ● Careers in News Media houses: Departments-wise required skills set 2. Financial Management, Cost and Profitability ● Costing classification and allocation ● Nature of cost ● Factors affecting cost ● Fixed and variable costs 3. Challenges of Globalization and Liberalisation ● Foreign Direct Investment ● Cross Media Ownership ● Commercialization of Media 4. Understanding Company Law ● Press and Registration of Books Act ● Relevant aspects of Company Law	
UNIT III	12
Resource and Supply Chain and Media Management	
1. Resource and Supply Chain ● Newsprint ● Technology ● Production process 2. Managing Resources ● Advertising revenue building and maintenance	

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● Circulation revenue ● Ways to cut cost and boost revenue 3. Media Management: ● Principles and Need for Management ● Management Functions- Definition & Concept, ● Principles & Significance of Media Management	
UNIT IV	14
Financial and Marketing Aspects	
1. Financial Management, Cost and Profitability ● Costing classification and allocation ● Nature of cost ● Factors affecting cost ● Fixed and variable costs ● Introduction to Media Economics: ● Print Media- Newspaper, Magazine ● Electronic Media - Television, Radio, Digital 2. Marketing Techniques ● Brand building ● Public Relations: Newspaper's relation to its community, Understanding the target audience, Building goodwill, Promoting the newspaper's / site's services vs. Sales promotional activities ● Role of research and readership surveys ● Sales forecasting and planning ● Advertising the newspaper / website I channel ● Becoming a digital media brand	
UNIT V	12
Disruptive Technology, Media Business Models and Case Studies	
1. The role of advertising 2. From Web 1.0 to 2.0 3. Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 4. Case studies – Eenadu and Network, Expansion of Sky Network [Star Network in India], Channels along with IRS Studies	

LIST OF REFERENCE BOOKS AND READING MATERIAL

1. Ben Badgikian: Media Monopoly
2. India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3. Advertising and Integrated Marketing Communications, (Kruti Shah)
4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
5. Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)

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6. Understanding Company Law, (Alstair Hudson)
7. Newspaper organisation and Management (Rucket and Williams)
8. The paper tigers by Nicholas Coleridge
9. News Media Management: Mr P.K Ravindranath
10. Print Media Communication and Management by Aruna Zachariah
11. News Culture by Stuart Allan

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	MOBILE JOURNALISM AND NEW MEDIA
COURSE CODE	:	RJDSEBAMMCJR352
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To understand the impact of mobile technology on journalism and explore how smartphones and mobile applications have transformed news gathering, editing, and distribution processes.
2	To equip students with practical skills in mobile journalism, including mobile reporting workflows, content creation using apps, and techniques for social media branding and audience engagement.
3	To introduce learners to mobile-first content design principles, social newsgathering, M-learning, and the tools necessary for building engaging, intuitive mobile news products.
4	To analyze the future trends and technologies in mobile journalism, such as wearable devices, AR storytelling, and evolving business models that influence newsroom practices and mobile learning ecosystems.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The students will be able to demonstrate proficiency in mobile journalism tools and techniques, including the creation of multimedia stories, blog setup, and the use of mobile apps for news generation and audience engagement.	1,2,6	Level II,III,VI Understand, Apply, Create

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CO2	The Students can apply principles of mobile-first design to create intuitive and user-friendly news experiences while understanding the differences between mobile, responsive, and desktop-based design strategies.	1,6	Level II,III,VI Understand, Apply, Create
CO3	Students will be able to understand the processes of digital content development, social media policies, ethical considerations, and the verification of digital information.	1,2,4	Level II,III,IV Understand, Apply, Analyse
CO4	Students can evaluate emerging technologies and trends in mobile journalism and M-learning, including the integration of wearable tech, augmented reality, and analytics to create immersive and future-ready news experiences.	2,4,6	Level II,III,IV,VI Understand, Apply, Analyse, Create

SEMESTER V	
Course Name: MOBILE JOURNALISM and NEW MEDIA	
Course Code: RJDSEBAMMCJR352	
Credits: 04	Total Lectures : 60
UNIT I	Lectures
THE STATE OF MOBILE	10
- How mobile has influenced modern journalism - Mobile centric reporting and editing - Mobile as a 'Newsroom'. - Branding of News using social media - Mobile News catering to Niche beats - Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	
UNIT II	12
Mobile Journalism	
1. News Workflow and Mobile Journalism - How to identify the seven basic steps of mobile reporting. - How to create and share branded mobile journalism content. - How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay. - How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. 2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences.	

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3. Blog set-up 4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc)	
UNIT III	14
DESIGNING FOR THE MOBILE EXPERIENCE	
1. Designing - How good design is intuitive, making something immediately usable. - About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. - How mobile design differs from established desktop design. (Options and choices for your content). - About best practices for process: How design, development and content best work together. - About Mobile Analytics: What is your audience using? 2. Social Newsgathering and Listening : creation of story ideas, News Sources and Content 3. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) 4. Going Viral : being the Scavenger and Mobile Journalist 5. M-learning: learning the Art of News Audit	
UNIT IV	12
MOBILE NEWS PRODUCT DEVELOPMENT	
1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized Sites 3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) - The Digital Skeleton : understanding placing, timing and generation of Newsstory - Fake News - Social Media Policies and Ethics - Verification and Authenticity of information	
UNIT V	12
FUTURE OF MOBILE JOURNALISM and M-LEARNING	
1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. About augmented reality storytelling and journalism Emerging Forms of News management : 360 degree videos,	

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wearable, accessories etc - Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning - Studying Social Media Analytics - M-learning the future of Newsrooms	
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LIST OF REFERENCE BOOKS AND READING MATERIAL

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Dohlas E .
5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	POLITICAL AND CIVIC JOURNALISM
COURSE CODE	:	RJDSEBAMMCJR361
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES

1	To introduce students to the foundational concepts, scope, and significance of political and civic journalism in democratic societies, with an emphasis on historical evolution and its current
2	To familiarize students with political systems, structures, and civic institutions, focusing on the Indian context, and enable them to critically understand the functioning of democracy.
3	To develop reporting and analytical skills specific to political and civic journalism, including techniques for covering political events, analyzing policy documents, and conducting investigative journalism.
4	To instill a strong ethical foundation by examining media bias, misinformation, and legal frameworks, while also understanding the evolving role of social media and political communication.

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COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Students will be able to critically analyze the role of political and civic journalism in a democratic society, including its historical development and current challenges.	1,2,5	Level II, IV Understand, Analyse
CO2	Students will be acquainted with the Indian political system and civic structures, and effectively report on government institutions, elections, and civic movements.	1,2,5,6	Level II, VI Understand, Create
CO3	Students can apply professional techniques to cover political events and issues, including interviewing, investigative reporting, and interpreting political documents.	2,3,6	Level II, IV, VI Understand, Analyse, Create
CO4	Students can identify and navigate ethical, legal challenges in political journalism, including detecting fake news, maintaining source confidentiality and adhering to legal norms like RTI and defamation laws.	2,4,5	Level II, IV, V Understand, Analyse, Evaluate

SEMESTER VI		
Course Name: Political and Civic Journalism		
Course Code: RJDSEBAMMCJR361		
Credits: 04	Total Lectures: 60	
UNIT I		Lectures
Introduction to Political and Civic Journalism		12
1. Definition and scope of political & civic journalism 2. Role of journalism in democracy 3. History of Political Journalism a) Pre-Independence b) Post-Independence c) World History 4. Key challenges and responsibilities of political journalists		
UNIT II		14
Political Systems, Structures and Political Reporting Techniques		
1. Overview of Indian political system: Constitution, Legislature, Executive, Judiciary 2. Political parties, elections, and electoral processes		

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- Governance structures: Central, State, and Local Government - Civic institutions: NGOs, civic bodies, civil society - Covering political events: Press conferences, rallies, debates, interviews - Analyzing policy documents, government reports, manifestos - Reporting election campaigns and results - Investigative reporting in political and civic context	
UNIT III	10
Civic Journalism and Citizen Journalism	
- Definition and principles of civic journalism - Role of journalism in promoting citizen participation - Reporting civic movements, protests, public grievances - Case studies of impactful civic reporting	
UNIT IV	12
Media Ethics and Challenges in Political Journalism	
- Media bias, sensationalism, and propaganda - Increase of Paid News, Party Spirited News Papers & Commercialization, - Media Saturation - Fake news, misinformation, and fact-checking - Confidential sources and whistleblowers in political journalism - Legal framework: Defamation, Official Secrets Act, Right to Information (RTI)	
UNIT V	12
Political Communication and Media Influence	
- Political communication strategies - Media's role in shaping public opinion - Social media and political discourse - Analysis of political advertisements	
Assignment and Project Suggestions	
- Practical Exercises & Reporting Assignments - Field reporting: Interview politicians, civic leaders, public officials - Writing political reports and opinion pieces - Producing news packages on civic issues - Fact-checking exercises and debunking misinformation - Case studies BJP, Shiv Sena, Congress- I, Election and Media: Lok Sabha and Maharashtra Vidhansabha and General Elections	

Reading and References:

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1. Kovach, B., & Rosenstiel, T. (2014). The elements of journalism: What newspeople should know and the public should expect (3rd ed.). Three Rivers Press.
2. Kothari, R. (2010). Politics in India. Orient Blackswan.
3. Gaines, W. (1998). Investigative journalism: Proven strategies for reporting the story. CQ Press.
4. Merritt, D., & Rosen, J. (1996). Public journalism: Theory and practice. Lawrence Erlbaum Associates.
5. Guha Thakurta, P. (2021). Media ethics: Truth, fairness, and objectivity (2nd ed.). Oxford University Press.
6. Persily, N., & Tucker, J. A. (Eds.). (2020). Social media and democracy: The state of the field, prospects for reform. Cambridge University Press.
7. Kohli-Khandekar, V. (2021). The Indian media business (5th ed.). SAGE Publications India.
8. Batabyal, S., & Khan, A. (Eds.). (2021). Politics and the media in contemporary India. Routledge.

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	FAKE NEWS AND FACT CHECKING
COURSE CODE	:	RJDSEBAMMCJR362
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To introduce students to fundamental concepts such as news, fake news, journalistic integrity, propaganda, and media strategies for maintaining news integrity and countering propaganda
2	To explore how digital convergence and social media platforms transform news production, dissemination, and the challenges of information disorder including fake news.
3	To equip students with the ability to critically evaluate media content, identify flawed journalism and misinformation, and cultivate healthy skepticism towards various forms of digital content.
4	To train students in using fact-checking tools and techniques such as image verification, metadata analysis, geolocation, and social media account analysis to authenticate news content.

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COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Students will be able to define and explain the differences between news, fake news, propaganda, and journalistic integrity, including media strategies to avoid misinformation.	1,2	Level I,II, IV Remember, Understand, Analyse
CO2	Students will analyze how digital convergence and social media platforms affect news production and distribution, and assess strategies used by news organizations to combat information disorder.	1,4,5	Level II, IV, V Understand, Analyse, Evaluate
CO3	Students will demonstrate the ability to identify misinformation, flawed journalism, and fake news through the application of media literacy principles and healthy skepticism.	1,4,5	Level II, IV, V Understand, Analyse, Evaluate
CO4	Students will be proficient in conducting image verification, metadata and geolocation analysis, and social media account scrutiny using various reliable tools to verify the authenticity of news content.	1,3,4,6	Level II, IV, V Understand, Analyse, Evaluate

SEMESTER VI	
Course Name: Fake News And Fact Checking	
Course Code: RJDSEBAMMCJR362	
Credits: 04	Total Lectures: 60
UNIT I	Lectures
Introduction	12
1. Concepts Definition: News and Fake News, 2. News Integrity Journalistic Integrity and News Production. 3. Propaganda Propaganda, how to counter Propaganda, Ways 4. adopted by Media to avoid Propaganda	
UNIT II	14
Information Disorder	
1. Digital Technology: Digital convergence transforming content-commissioning, production, publication and distribution 2. Social Media Platforms Different Social Media Platforms	

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3. Role of News Organization Covering 'fake news' and countering 'information disorder.	
4. Source credibility Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	
UNIT III	12
Media and Information Literacy (MIL)	
1. Requisite Literacy Importance of acquiring the requisite literacy	
2. Detection method Detection of both flawed journalism and fraudulent news in various media	
3. Healthy Skepticism Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
UNIT IV	14
Fact Checking	
1. Fact-checking organizations: Brazil, Europe, Japan, South Korea, Latin America, around the world America, Philippines, Britain and Indian Scenario	
2. Basic image verification: Common types of false imagery and basic verification steps	
3. Advanced verification: Approaches for content analysis, including metadata analysis and Geolocation of News	
4. Reverse Image Search: Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
UNIT V	
Social Media Verification	
1. Verification tools YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check	
2. Account Analysis Facebook and Twitter account analysis : fake news generated on social media platforms	
3. EXIF Viewer EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	

Reading and References:

1. Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep
2. Information Inequality
3. Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin
4. Weaponizes Information, Culture and Money"
5. Edward Lucas and Peter Pomerantsev: "Winning the Information War"
6. Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"

RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

1. A learner appearing for first year examination under NEP will have a maximum of **22 credits** and examinations will be of **maximum 550 marks**.

2. Courses having **2 credits, 3 credits and 4 credits** will have examinations of **50, 75, 100 marks** respectively.

3. With regard to Major Course, Minor Course and OEC:

Continuous evaluation of 40-60 adopted under autonomy (2018) shall continue for all the courses; for the courses with 2 credits and 50 marks, Internal is of 20 marks (only one IA) and External 30 marks (SEE); while the courses with 3 credits and 75 marks, it is 25 marks (only one IA) and 50 marks (SEE). In case of courses of 100 marks, the break up of marks will be 40 marks (IA) and 60 marks (SEE).

4. With regard to IKS, VSEC (VSC and SEC), AEC, VEC:

These will be of 2 Credits each and of 50 marks. Continuous evaluation of 40-60 wherein Internal is of 20 marks and SEE of 30 marks or Only one SEE of 50 marks or continuous evaluation of more than one test by the respective coordinating department or as directed by the EC.

5. With regard to CC, FP and CEP:

Vertical of CC, FP and CEP shall also be more like a **continuous evaluation** where a student will be awarded marks on the basis of **his / her participation in the co-curricular activities of the department / other departments / associations / extension activities / intercollegiate events and Jeevan Kaushal**. Students keep a record of his / her participation and will be duly evaluated and signed by the concerned teachers.

6. Duration of examinations:

- a. An IA exam of 20/25 marks shall be of duration of 30 minutes.
- b. An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
- c. An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
- d. An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
- e. An SEE exam of 60 marks (offline) shall be of duration of 2 hours.

7. There shall be **combined passing of Internals and SEE** in a given paper with a **minimum passing percentage of 40**.

8. **Appearing for SEE** for every paper is **compulsory** irrespective of the performance in the Internals examinations. A student absent in SEE will be thus declared failing in a given subject.

9. There shall be provision for supplementary examination for the benefit of students who miss their SEE on grounds of medical emergency or representing college at the national level event or any other equivalent event with a special permission granted by the Head of the institution.

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10. There shall be no Additional Examinations for any of the Semesters except for the Semester V wherein one chance of credit improvement in Semester V shall be given before the Learner appears for the final Semester VI Examination.

11. A learner appearing for first year exam under NEP shall have an examination of maximum **550 marks** to which effect **ATKT** is allowed for **maximum of 200 marks** corresponding to **failing in 3 / 4 courses** but must have passed in at least one Theory course of Major / Minor.

ASSESSMENT METHODS

1. Internal Assessment will be on a continuous evaluation basis with 15/20/25 marks as per the verticals applicable.
2. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Powerpoint/ Audio – Visual presentation/ Oral Presentation.
3. One External (Semester End Examination) of 50/60 marks with a duration of 1.5/ 2 hours as per the verticals applicable.
4. Minimum marks for passing the Semester End Theory Exam is 40 %.
5. Students must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
6. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

EVALUATION DETAILS

Total marks per course - 100/75 marks as applicable according to the verticals

Internal Assessment- 40/25 marks as applicable according to the verticals

- The number of internal assessments will vary as per the verticals. In case of 2 internal assessments (15/20 marks: Written test ; 20/25 marks: Assignment / Projects as per the subject specific requirements).
- Assignments/ Projects may include, Documentary filmmaking, Script writing, Copywriting for an advertisement, Radio jingle, Book and movie reviews, Mini group project, blogs and vlogs, photography assignments, role play of talk shows, designing advertisements, market research, subject portfolios, group discussions, viva voce, shooting an interview for a Television channel or scripting and recording a chat show for a radio channel or a fictional program, recording news for TV and Radio, editing of news bulletins, making a docudrama, etc. Innovative evaluation techniques can be used in consultation and agreement with the exam committee.
- The evaluation parameters for the internal assessment 2 needs to be given to the learners in advance. Class participation and attendance are to be added in the evaluative parameters.

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- A minimum of 7 days to be given to the students to prepare and complete the internal assignments 2.
- Some papers have additional project and research components. Those have been communicated to the faculties and details have been given in the syllabus .

Semester End Examination – 60/50 marks as applicable

- Semester End Examination will be organised after all modules of the course are taught in the class.
- It will be a written examination / or as per the needs of the course a practical examination or a combination of both.
- Duration of the exam is 2/1.5 hour(s) as applicable
- Question paper covering all units and ensuring appropriate weightage given to evaluation parameters.
- Paper pattern as approved by BOS members and the exam committee.

Format for 60 Marks and 2 Hours paper is as follows:

Question	Particulars	Marks
Q1	Case Study	15 marks
Q2	Full length question • 15 marks can be one question or two questions of 7 and 8 marks each. • Internal choice given	15 marks
Q3	Full length question • 15 marks can be one question or two questions of 7 and 8 marks each. • Internal choice will be provided	15 marks
Q4	Short Notes • 5 marks each • Internal choice given (Any 3 out of 5)	15 marks

Format for 50 Marks and 1.5 Hours paper is as follows:

Question	Particulars	Marks
Q1	Case Study	10 marks
Q2	Full length question • 15 marks can be one question or two questions of 7 and 8 marks each. • Internal choice given	15 marks

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Q3	Full length question 15 marks can be one question or two questions of 7 and 8 marks each. - Internal choice will be provided	15 marks
Q4	Short Notes 5 marks each - Internal choice given (Any 2 out of 4)	10 marks

Weightage To Evaluation Parameters

Evaluation with regard to Major (DSE)

IA - 15/20/25/40 Marks

Semester End Examination - 50/60 Marks

Evaluation of Major (DSE) Course

(RJDSEBAMMCJR351,RJDSEBAMMCJR352, RJDSEBAMMCJR361,RJDSEBAMMCJR362)

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	05	03	13
III	05	04	03	12
IV	05	05	03	13
TOTAL- Per objective	20	18	12	50
% WEIGHTAGE	40	36	24	100%

The weightage to evaluation parameters can be as per the table for 5 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	04	03	12
III	05	04	03	12
IV	05	04	03	12
V	05	04	03	12
TOTAL- Per objective	25	20	15	60
% WEIGHTAGE	42	33	25	100%

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The weightage to evaluation parameters can be as per the table for 6 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	04	04	02	10
II	04	04	02	10
III	04	04	02	10
IV	04	04	02	10
V	04	04	02	10
VI	04	04	02	10
TOTAL- Per objective	24	24	12	60
% WEIGHTAGE	40	40	20	100%

The weightage to evaluation parameters needs to be adjusted as per the number of units. Care needs to be taken that all units are covered in the question paper.

TEACHING LEARNING PROCESS

The teaching learning process in the learning outcomes based curriculum framework in the subject of Mass Media is designed to develop the cognitive skills of every learner. The undergraduate courses offer the requisite skills for a profession and jobs in Mass Media. All courses have application based teaching as an integral part which promotes the learner to acquire the requisite skills for employment

An interesting combination of teaching learning processes is adopted in which the teacher and learners are actively involved.

Some of the salient teaching learning processes are:

- Class lectures: Explaining concepts, theories, methodologies related to the subject with a focus on analysis of case studies, practical implications in the industry.
- Presentations: Learners are encouraged to use a variety of techniques such as role play, documentary making, etc and make use of softwares like Photoshop, QuarkXPress, Dreamweaver, Illustrator, Canva, etc and not just restrict to PowerPoint presentation.

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- Group Discussion, workshops
- Peer teaching and learning
- Blended learning: Use of edtech platforms like zoom, explainer videos, movies, short films, radio, podcasts, documentaries, etc.
- Knowledge repository: Use of Google classroom, Kahoot, Jamboards, MiroBoards, online libraries, etc.
- Flipped classroom, project-based learning, quiz, seminars, exhibitions, posters
- Practical experimental design planning, analysis, interpretation, application knowledge gained, field projects, mini projects.
- Technology enabled self-learning.
- Internships, On job training
- Project work

The effective teaching strategies would address the requirements of learners to learn at their own pace. The teaching pedagogy adopted to ensure inculcation of higher order thinking skills in the learner. The entire program also designed consciousness for an equitable society. The teaching learning processes adopted would be a participatory pedagogy

MAPPING OF THE COURSE TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL DEVELOPMENT

Class	Course Name	Course Code	Topics focusing on Employability/ Entrepreneurship / Skill development	Employability/ Entrepreneurship / Skill development	Specific Activity
TYBAMMC JOURNALISM	NEWS MEDIA MANAGEMENT	RJDSEBAMMCJR351	Unit I: Introduction Unit II: Organisational Structure Unit III: Resource and Supply Chain and Media Management Unit IV: Financial and Marketing Aspects	Employability: These units provide learners with an understanding of the nature of the news industry as well as various ownership structures, allowing them to broaden their	Group activity analyzing the structure of newspaper agencies. Debate on the impact of proprietary concerns and types of media ownership. Case study discussion on resource

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			Unit V: Disruptive Technology, Media Business Models and Case Studies	horizons in the field of journalism. Entrepreneurship : This course is designed to help learners widen their views in order to start their own business by giving them experience and understanding of various aspects of news organisation administration, as well as media and audience perspectives. Skill development: This unit will help students participate in a range of skills development programmes, provide practical opportunities in advertising revenue building and develop human resources to attract journalism candidates.	management, supply chains, and marketing techniques in media. Role-play on decision-making balancing editorial content and business interests.
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TYBAMMC JOURNALISM	MOBILE JOURNALISM AND NEW MEDIA	RJDSEBAMMCJR352	Unit I: The State Of Mobile Unit II: Mobile Journalism Unit III: Designing For The Mobile Experience Unit IV: Mobile News Product Development Unit V: Future Of Mobile Journalism And M-Learning	Employability: These units will prepare the learners to effectively use mobile technology and design principles, enhancing their qualifications for roles in newsrooms and media companies. Entrepreneurship : These units will foster the ability to create and manage innovative mobile news platforms and applications, encouraging self-started ventures in mobile media, developing mobile-based m-learning solutions, opening opportunities for new business models in education and media. Skill development: These units will develop skills required in utilizing mobile tools and techniques for journalism, including future trends like m-learning and interactive news products.	● Group discussion on the current state and trends of mobile technology in journalism. ● Class activity practicing mobile journalism techniques using smartphones. ● Brainstorming session on the future of mobile journalism and mobile learning (m-learning).
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TYBAMMC JOURNALISM	POLITICAL AND CIVIC JOURNALISM	RJDSEBAMMCJR361	Unit I: An introduction to Political Journalism Unit II: Methods of Political Journalism: Reporting of Political Events Unit III: Indian Political Process & Journalism Unit IV: Challenges before Political Journalism Unit V: New trends in Reporting: Civic Journalism, Features of Civic Journalism Unit VI: New Ethics in Civic Reporting	Employability: The units will enhance the learners' critical understanding of the Indian political process, enabling accurate and insightful political coverage. Entrepreneurship : These units will encourage innovation by exploring new trends like civic journalism and digital media platforms for independent content creation and develop the ability to launch and manage journalistic ventures focused on community engagement and ethical reporting. Skill development: These units will foster ethical decision-making and adaptability to new challenges in the evolving field of political journalism.	● Group discussion on the role and significance of political journalism in democracy ● Role-play activity simulating a press conference and live reporting. ● Brainstorming session on current challenges (e.g., fake news, censorship, bias) with proposed solutions. ● Class discussion on comparative analysis of traditional vs. civic journalism through article reviews.
TYBAMMC JOURNALISM	FAKE NEWS AND FACT CHECKING	RJDSEBAMMCJR362	Unit I: Introduction Unit II: Information Disorder Unit III: Media and Information Literacy (MIL)	Employability: These units will equip students with identifying and combating misinformation and disinformation,	● Group discussion on the importance of media literacy in today's world. ● Role-play exercise simulating a

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			Unit IV: Fact Checking Unit V: Social Media Verification	essential for roles in media, communications, and fact-checking organizations, and help develop proficiency in media and information literacy (MIL) that supports credible content creation and responsible journalism careers. Entrepreneurship : These units will encourage the creation of startups or independent ventures focused on combating information disorder and promoting media literacy. Skill development: enhance critical thinking and analytical skills through fact-checking and social media verification exercises and competency in applying media and information literacy frameworks to assess and verify diverse information sources.	fact-checking team working under deadline pressure. ● Interactive exercises where students analyze various news articles and social media posts for credibility, bias, and source authenticity, followed by a quiz on media literacy concepts.
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MAPPING OF THE CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND GLOBAL DEVELOPMENTAL NEEDS

Sr No.	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	RJDSEBAMMCJR351: News Media Management Unit I, II, and III	Local, Regional, National and Global developmental needs
2	RJDSEBAMMCJR352: Mobile Journalism and New Media Unit I, II, III, IV, V	Local, Regional, National and Global developmental needs
3	RJDSEBAMMCJR361: Political and Civic Journalism Unit I, II, III, IV and V	Local, Regional, and National developmental needs
4	RJDSEBAMMCJR362: Fake News and Fact Checking Unit I, II, III, IV and V	Local, Regional, National and Global developmental needs

MAPPING OF THE CURRICULUM WITH CROSS CUTTING ISSUES viz. PROFESSIONAL ETHICS, GENDER, HUMAN VALUES, ENVIRONMENT AND SUSTAINABLE GOALS AND NEP 2020

Sr No.	Name of the Course	Course Code	Issues Addressed
1	News Media Management	RJDSEBAMMCJR351	SDG 4, SDG 8 Professional Ethics
2	Mobile Journalism and New Media	RJDSEBAMMCJR352	SDG 4, SDG 8, Professional Ethics
3	Political and Civic Journalism	RJDSEBAMMCJR361	SDG 4, SDG 8, Human Values, Gender, Professional Ethics
4	Fake News and Fact Checking	RJDSEBAMMCJR362	SDG 4, SDG 8, Professional Ethics